



Conference on Adult Education

Baltimore, MD | October 6–9

2024



SPONSORSHIP BROCHURE

ProLiteracy Conference on Adult Education 2024

PARTNER OPPORTUNITIES

Connect with influential educators, administrators, researchers, and companies working to advance adult education at the ProLiteracy Conference on Adult Education in Baltimore, Maryland!

ABOUT PROLITERACY

We are the world's leader in adult education practice, innovating and building the capacity of literacy programs everywhere—from small community-based organizations to large adult education programs and institutions. We serve over 5,000 adult literacy programs annually and work with 32 partners worldwide. By providing comprehensive training and professional learning, accessible research, grant funding, and leading-edge digital and print learning resources through New Readers Press, we advocate for and unleash the power of literacy to transform lives.



ABOUT THE CONFERENCE

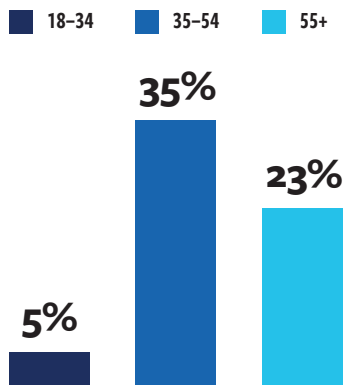
This year from October 6–9, the ProLiteracy Conference on Adult Education will welcome 500 adult education practitioners, professionals, and leaders to deliver professional development and celebrate the power of adult literacy, as well as:

- Provide engagement and networking opportunities for partners, exhibitors, industry leaders, philanthropists, technology companies, and more to engage with attendees about big ideas, exciting products, and unique opportunities for advancement
- Spark conversations on pressing and innovative topics, such as the latest trends in educational practices, technology adaptation, leadership skill building, funding, and advocacy development
- Introduce promising practices and new ideas to take back and share with their own organizations and teams

The ProLiteracy Conference on Adult Education offers the perfect opportunity for your business or organization to connect with other influential and invested industry leaders while helping to drive progress for adult learners across the country.

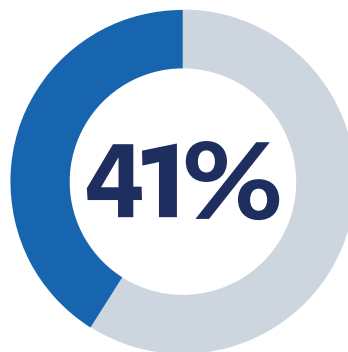
ABOUT OUR ATTENDEES

AGES



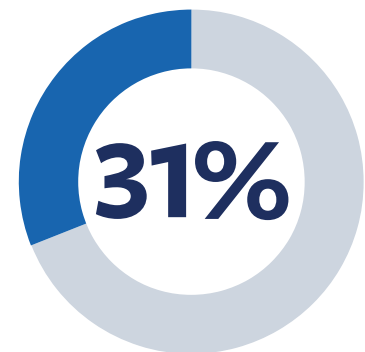
*38% did not complete this question.

ROLES



of attendees are program administrators or staff.

ORGANIZATIONS



of attendees work in community-based programs.



“ProLiteracy’s 2022 Conference on Adult Education far exceeded my expectations. It’s typical for literacy and education conferences to have sessions related to teaching approaches, classroom materials, and theory, but ProLiteracy had many sessions on fundraising, administration, partnership, marketing, and more that made the conference perfect for a variety of professional development and networking opportunities.”

— Katie Donoviel, English Skills Learning Center

“Having a focused and dedicated learning experience focused on Literacy and our mission was invaluable. The team left energized and with new contacts that have lead to further success in our organization.”

—Andy Gail, Literacy Volunteers Winchester Area



ProLiteracy Conference on Adult Education 2024

SPONSORSHIP OPPORTUNITIES

\$50,000 SPONSORSHIP OPPORTUNITY

PRESENTING SPONSOR*

As our Presenting Sponsor, you will be the toast of the conference! You'll be our co-host for our Awards Luncheon, have an opportunity to welcome all attendees at the opening session, design a signature drink at both our VIP and Welcome Reception events, as well as receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

The Presenting Sponsor also receives two 60-minute workshop option†, a full-page color ad in the conference program, a complimentary exhibit table, eight attendee registrations, eight VIP event tickets, and an option to include informational or branded swag items in the conference bag.

\$25,000 SPONSORSHIP OPPORTUNITIES

CONFERENCE APP SPONSOR*

As our Conference App Sponsor, your brand will be digitally front and center in the palm of each attendee's hand on our dynamic conference app, helping to keep everyone alert and aware of all conference details, events, and promotions. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

EXHIBIT HALL SPONSOR*

As our Exhibit Hall Sponsor, your brand will proudly usher in all attendees to our dynamic Exhibit Hall filled with 30+ vendors, partners, and stakeholders excited to engage around the shared love of adult education. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

TRIVIA NIGHT SPONSOR*

As our Trivia Night Sponsor, you will host one of the conference's happiest hours with a company-branded complimentary cocktail ticket and in-event branding and visibility opportunities. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

WELCOME RECEPTION SPONSOR*

As our Welcome Reception Sponsor, you'll be our co-host for the initial welcome reception event, allowing your brand to make a mark as we kick things off. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

\$25,000 Sponsorship Opportunities also receive one 60-minute workshop option†, a half-page color ad in the conference program, a complimentary exhibit table, four attendee registrations, four VIP event tickets, and an option to include informational or branded swag items in the conference bag.

\$10,000 SPONSORSHIP OPPORTUNITIES

CONFERENCE SCHOLARSHIP SPONSOR**

As one of our Conference Scholarship Sponsors, your brand will proudly showcase its support of passionate literacy practitioners who want to take their skills to the next level but could use some financial support to attend the conference. Scholarship recipients are selected by ProLiteracy and are offered complimentary registration and other travel, lodging, and incidental support. On average, Conference Scholarship Sponsors support 7-10 attendees.

EDUCATIONAL TRACK SPONSOR**

As one of our Educational Track Sponsors, your brand will help feature and promote a full conference schedule of workshops, and you'll have the opportunity to present or participate in a related workshop. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion. Opportunities for workshop tracks will be presented to interested sponsors when available.

**Exclusive Sponsorship Opportunity | **Multiple Sponsorship Opportunities Offered*

We work with you to create sponsorship opportunities that help you achieve your goals while making the most of your budget.

VIP EVENT SPONSOR*

As our VIP Event Sponsor, you will be the most important brand in a very important room. You'll help us co-host our first-ever VIP Event in Baltimore with a company-branded complimentary cocktail ticket and in-event branding and visibility opportunities. You'll also receive prime brand visibility on all pre-, post-, and in-conference print and digital programming and promotion.

COFFEE & SNACK SPONSOR*

As our Coffee & Snack Sponsor, your brand will be on the lips of all our attendees with a little caffeine kick and some sweet and salty snacks. You'll also receive prime brand visibility on all pre- and in-conference print and digital programming and promotion.

\$10,000 Sponsorship Opportunities also receive one 60-minute workshop option†, a half-page color ad in the conference program, a complimentary exhibit table, four attendee registrations, four VIP event tickets, and an option to include informational or branded swag items in the conference bag.

\$7,500 SPONSORSHIP OPPORTUNITIES

FEATURED SESSION SPONSOR**

As one of our Featured Session Sponsors, your brand will be a key supporter and thought leader at one of our deep-dive educational sessions. You'll also receive prime brand visibility during the conference in print and digital programming and promotion. Opportunities for sessions will be presented to interested sponsors when available.

TECHNOLOGY ENGAGEMENT SPONSOR*

As our Technology Engagement Sponsor, your brand will help keep the lights on, digital information running, and Wi-Fi flowing throughout the conference for all attendees and stakeholders alike. You'll also receive prime brand visibility during the conference in print and digital programming and promotion.

PRINT & PUBLISHING SPONSOR*

As our Print & Publishing Sponsor, your brand will be in the hands of all attendees and stakeholders on all our printed and published conference materials. You'll also receive prime brand visibility during the conference in all programming and promotion.

\$7,500 Sponsorship Opportunities also receive one 60-minute workshop option†, a quarter-page color ad in the conference program, two attendee registrations, two VIP event tickets, and an option to include informational or branded swag items in the conference bag.

\$5,000 SPONSORSHIP OPPORTUNITY

FRIENDS OF PROLITERACY SPONSOR**

As a Friends of ProLiteracy Sponsor, you are able to showcase your brand's passion and support of the 2024 ProLiteracy Conference on Adult Education with a quarter-page color ad in the conference program, two attendee registrations, two VIP event tickets, and an option to include informational or branded swag items in the conference bag.

† All 60-minute workshop option benefits are only guaranteed to be available through May 31, 2024, after which they may expire due to availability. No monetary or other benefit exchanges will be considered or made available in these instances.

Commitments and artwork must be received by
AUGUST 2 for inclusion in the conference program.



ProLiteracy Conference on Adult Education 2024

EXHIBIT OPPORTUNITIES

EXHIBIT & ADVERTISING OPPORTUNITIES

At this year's conference the Exhibitor Hall will be prominently featured along the main concourse of the conference, connecting attendees to the main hall and breakout and workshop rooms.

EARLY BIRD RATES (Committed on or before June 30)

\$850 – Booth

\$750 – Each additional booth

\$250 – Additional registrations

REGULAR RATES (Committed on or after July 1)

\$950 – Booth

\$850 – Each additional booth

\$250 – Additional registrations

All Exhibitors are provided:

- Two (2) complimentary conference registrations
- One (1) 6-foot table, two (2) chairs, and a wastebasket
- Free Wi-Fi in exhibit space
- Company name and description in conference program
- Listing on conference website and app
- One (1) 60-minute workshop option†
- Option to include informational or branded swag item in conference bag

Additionally, registered Exhibitors are provided with conference meals, snacks, and drink tickets to the Welcome Reception, Trivia Night, and VIP events, as well as complimentary raffle tickets, limited storage, and other considerations. Additional resources and information can be provided by the Exhibitor Team. Please reach out to the Exhibitor Team for additional requests.

Interested in purchasing an ad in this year's conference program? Even if your company or organization cannot sponsor or exhibit in Baltimore, consider representing your brand and messaging in full color for all attendees and stakeholders to see.

- \$1,000 – Full-page, color ad in conference program
- \$500 – Half-page, color ad in conference program
- \$250 – Quarter-page, color ad in conference program

Commitments, copy, and artwork must be received by AUGUST 2 for inclusion in the conference program.

CONTACT US TO LEARN MORE, ASK QUESTIONS, OR RESERVE YOUR SPOT

Sponsorship Opportunities

Ben Bisbee, Principal Partnerships Director
330-388-3181 or bbisbee@proliteracy.org

Exhibit and Advertising Opportunities

Darlene Pettersen, Marketing & Sales Associate
315-214-2469 or dpettersen@proliteracy.org

For all other questions or needs, please feel free to contact Ben or Darlene, and they can offer support or redirect you as needed.

THANK YOU

Thank you for considering investing your time, money, and energy at the ProLiteracy Conference on Adult Education 2024 in Baltimore, Maryland. This event is designed to bring together the leaders and innovators in adult education to learn from each other and advance our collective impact. We hope you'll join us this year and become a proud part of our community of adult education and literacy leaders.

We look forward to working with you!

